

Checklist for Booklet Three *Collecting and Analyzing Evaluation Data*

Consider whether your question is best answered using quantitative methods, qualitative methods, or both.

Quantitative Methods - Surveys

Step One	Design Your Data Collection Methods
<input type="checkbox"/>	Write evaluation questions that identify the information you need to gather.
<input type="checkbox"/>	Write survey questions that are directly linked to the evaluation questions.
<input type="checkbox"/>	Pilot test the questionnaire with a small percentage of your target group.
<input type="checkbox"/>	Have your methods reviewed by appropriate individuals or boards.
Step Two	Collect Your Data
<input type="checkbox"/>	Decide whether to administer the survey to a sample or to everyone in your target group.
<input type="checkbox"/>	Follow procedures known to increase response rates.
<input type="checkbox"/>	Write a cover letter to motivate and inform respondents.
Step Three	Summarize and Analyze Your data
<input type="checkbox"/>	Summarize your survey data using descriptive statistics.
<input type="checkbox"/>	Organize your data into tables to help answer your evaluation questions.
<input type="checkbox"/>	If assessing outcomes, compare findings to targets in your objectives.
<input type="checkbox"/>	Write a brief description of the results.
Step Four	Assess the Validity of Your Findings
<input type="checkbox"/>	Critically review your data for shortcomings.
<input type="checkbox"/>	Candidly report to stakeholders how any shortcomings may affect interpretation.

Qualitative Methods - Interviews

Step One	Design Your Data Collection Methods
<input type="checkbox"/>	Write evaluation questions that identify the information you need to gather.
<input type="checkbox"/>	Write an interview guide using open-ended questions.
<input type="checkbox"/>	Pilot test the interview guide with one or two people from your target group.
<input type="checkbox"/>	Have your methods reviewed by appropriate individuals or boards.
Step Two	Collect Your Data
<input type="checkbox"/>	Design a purposeful data collection plan.
<input type="checkbox"/>	Include information to motivate and inform respondents.
<input type="checkbox"/>	After each interview, spend a few minutes to write notes about the interview.
Step Three	Summarize and Analyze Your Data
<input type="checkbox"/>	Read through your interview transcripts and notes to develop a code list.
<input type="checkbox"/>	Write a brief description of each theme.
<input type="checkbox"/>	Code all your interview data systematically.
<input type="checkbox"/>	Organize the coded text by code or theme.
<input type="checkbox"/>	Interpret the findings.
Step Four	Assess the Validity of Your Findings
<input type="checkbox"/>	Revisit the rationale behind your purposeful sample.
<input type="checkbox"/>	Look for data that disproves your conclusions or seems to contradict main themes.
<input type="checkbox"/>	Look for corroboration of your conclusions through other evaluation data.
<input type="checkbox"/>	Have two or more coders work on the same data and discuss different interpretations.
<input type="checkbox"/>	Ask participants to review your conclusions to see if descriptions are accurate and thorough.
<input type="checkbox"/>	Get an outside reviewer to look at the data and see if he or she agrees with your conclusions.